



**Good Practice 9:
Kloesterreich - Feel Free to Step
Away from Your Daily Routines**

SKIVRE Training Scheme



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Good Practice 9:

Kloesterreich - Association for the Promotion of Cultural and Tourist Activities of the Monasteries, Orders and Pens in Austria



Description

The association Kloesterreich was established in Austria and has members in five European countries. Currently it includes altogether 22 monasteries in Austria, one in Germany, one in Switzerland, one in Hungary and two in the Czech Republic (Picture 1).

Convents and monasteries offer room for body, spirit and soul. They share their treasures of faith, prayer and their rich cultural heritage with interested people and pilgrims. People can step away from their daily routines and integrate some additional knowledge and ancient traditions into their life. Visiting the monastery, people can perform wholesome rituals and experience peace and quiet in a spiritual community for a period of time. The association Kloesterreich provides information in a special online platform for all who want to:

- actively discover culture and faith
- engage in cultural and spiritual encounters
- experience the opportunities offered by monasteries and convents.

■ Why is this an example of good practice for monastic products?

Monasteries are among the oldest inns and hostels in Europe. Even in the 21st century, hospitality is a top priority for many religious communities. Today, in seminar centres, in simple monastery cells or in affiliated businesses, they offer very different forms of hospitality - monastery visits during the day or with accommodation lasting several days. People can participate in the life of the respective community, enlarge their knowledge and education, practice spirituality, strengthen their health or simply relax in peace and quiet. Hospitality can

be experienced through day visits - exhibitions, monastery gardens, events and much more, as well as overnight stays.

Pictures



Picture 1: Map with participating monasteries in the association from Austria, Germany, Switzerland, Hungary and Czech Republic, © Klösterreich homepage



Picture 2: Discover culture actively, © Klösterreich homepage



Picture 3: Health from the monastery garden, © Klösterreich homepage



Picture 4: Consciously experiencing inspiration, © Klösterreich homepage



Source/link

This good practice example is available under the following links:

<https://www.kloesterreich.at>

Country

Austria

Topic

SKIVRE Training Scheme	
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X	Module 3: Monastic Products
	Module 4: How to Sell Monastic Products Authentically
	Module 5: Distribution Strategies
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<https://www.skivre.eu/>